

**Abstract**

5        The present invention relates to a print product in which a layer of offset  
printing ink, a primer layer applied over the entire surface or over part of the  
surface and, as uppermost layer, a layer of UV-curable varnish applied  
over the entire surface or over part of the surface are located on a sub-  
strate, characterised in that the primer layer comprises platelet-shaped  
10      particles. The invention furthermore relates to a process for the production  
of the print product and to the use thereof as outer packaging or secondary  
packaging in the foods and cosmetics area.

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